

FIG. 1

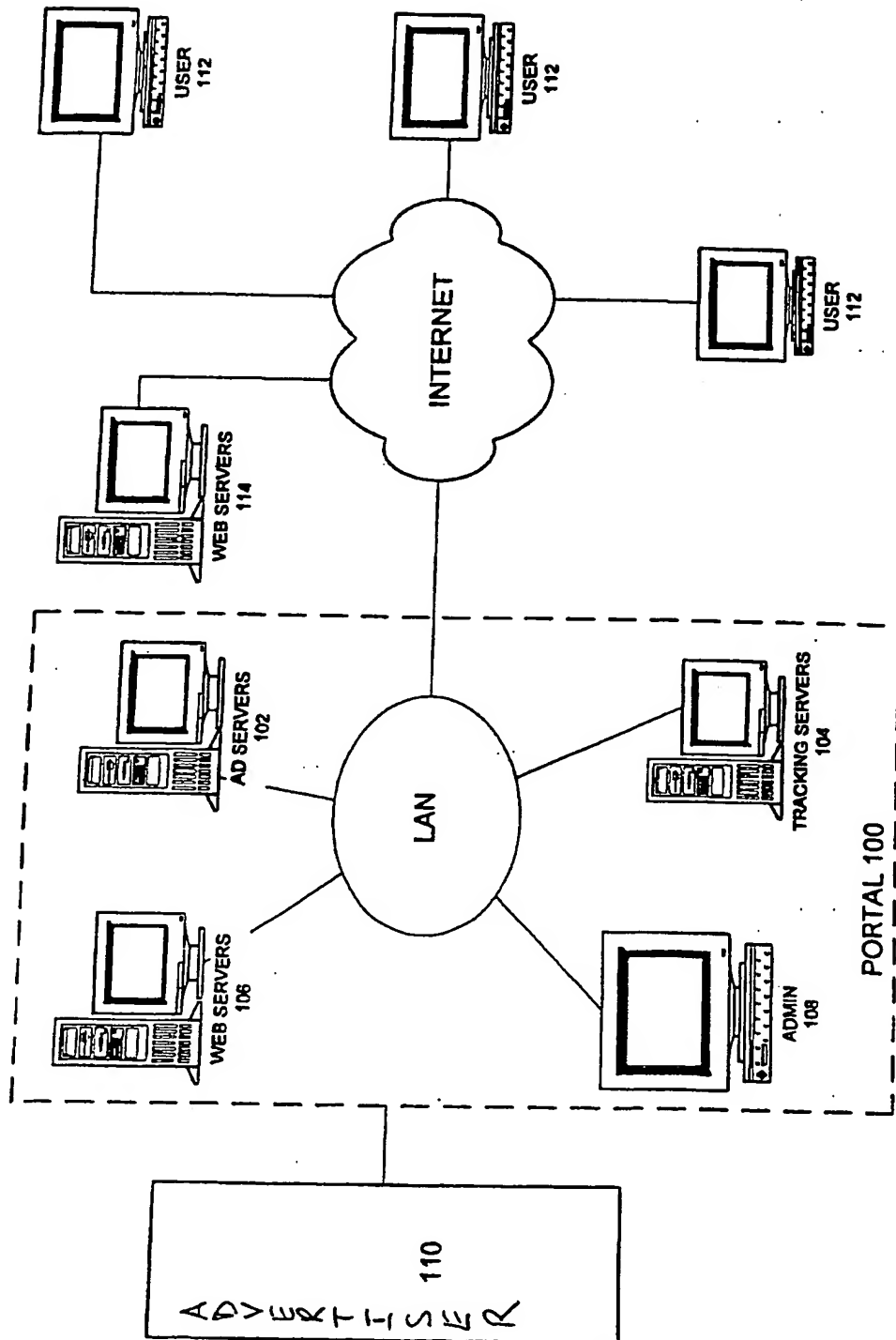


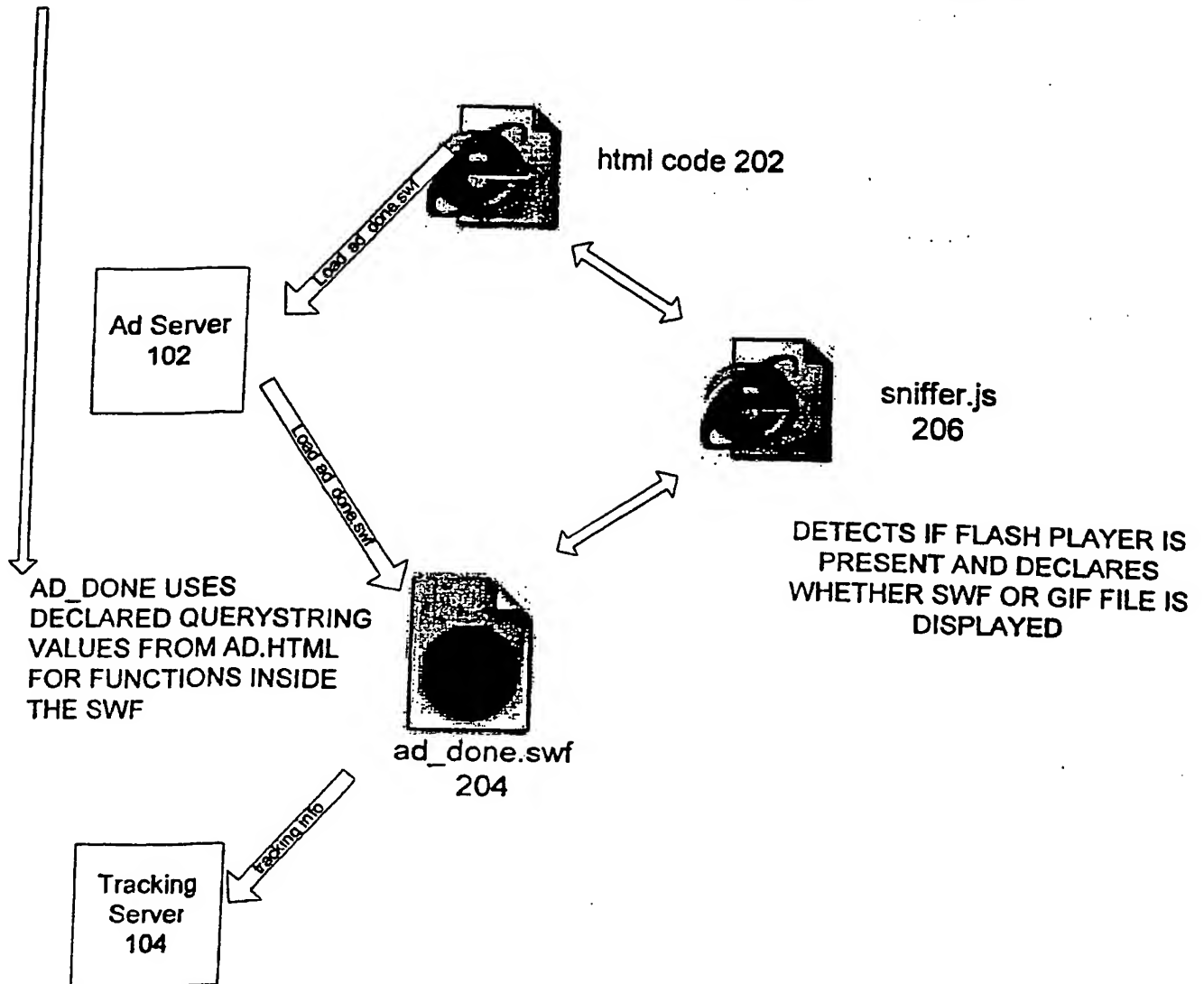
FIG. 2

HTML, JAVASCRIPT, AND FLASH INTERACTION

Query String Variable are declared in HTML

```
var flashfile = 'http://produce.yahoo.com/lem/conduit/
```

```
ad_done.swf?targetID=_top&adID='+track+'&ap='+path+'&htmlurl1='+URL1+'";
```



```

<script language=JavaScript>
var track="http://rd.yahoo.com/%space%";
var path="http://img.yahoo.com/server/path";
var URL1 = "http://www.yahoo.com";
var URL2 = "http://www.advertiser.com";

var flashfile = 'http://produce.yahoo.com/lem/conduit/
  ad_done.swf?targetID=_top&adID='+track+'&ap='+path+'&htmlurl1='+URL1+'&htmlurl2='+URL2+'';
var altURL = "http://www.yahoo.com/altimageurl";
var altimg = "http://img.yahoo.com/server/path.gif";
var width = 468;
var height = 60;
</script>
<script language=JavaScript src=http://img.yahoo.com/server/sniffer.js>
</script>
<noscript>
<a href="http://www.yahoo.com/altimageurl" target=_top></a>
</noscript>

```

FIG. 3

HTML CODE 202

Variable Descriptions

var track = Unique Tracking Identifier;
 var path = The Server path for where the SWF files reside
 var URL1 = This is states the First URL for the exit code (htmlurl1 in the ad_input.swf)
 var URL2 = This is states the Second URL for the exit code (htmlurl2 in the ad_input.swf)

// You can add multiple var URL# for as many URLs are needed. As long as you state them in the Query string in the var flashfile.

var flashfile = The path of the Initial Flash file that went through the Merge Tool.

targetID=_top Identifies if the url will open in a new window or in the parent window.

adID='+track+' Identifies tracking string.

ap='+path+' Identifies the path of the swf files on the server.

htmlurl1='+URL1+' Identifies URL1 in the query string

htmlurl2='+URL2+'; Identifies URL2 in the query string

var altURL = Identifies the URL for the alternate image

var altimg = Identifies the path for the alternate gif image

var width = Identifies width of the ad unit

var height = Identifies height of the ad unit

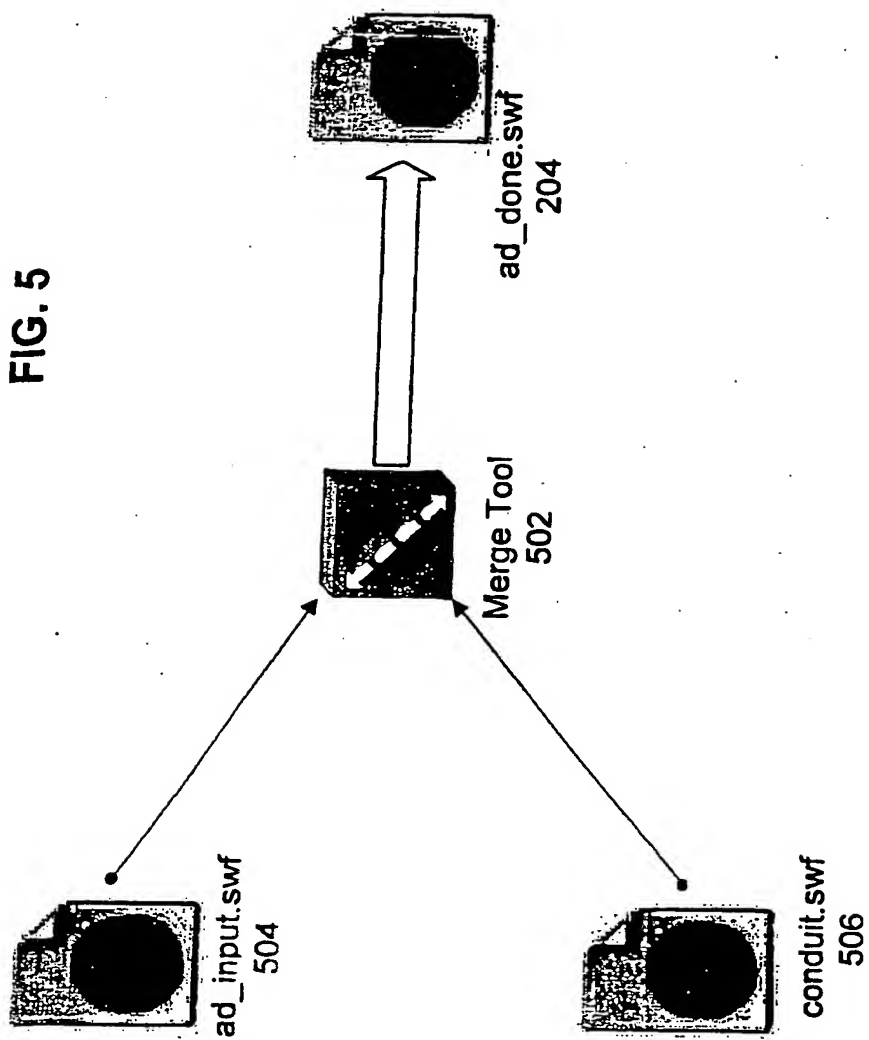
FIG. 4

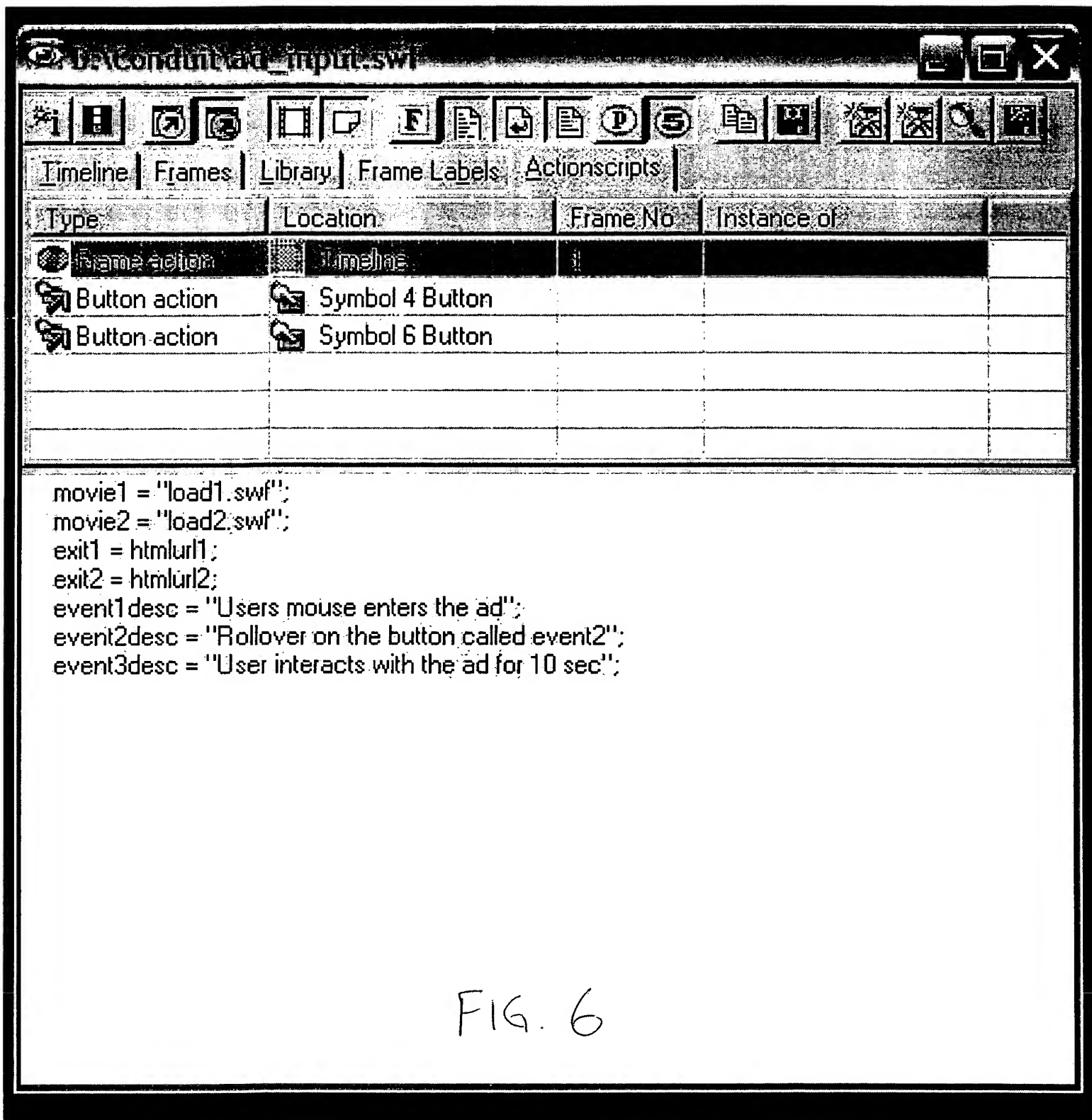
```

var plugin = (navigator.mimeTypes && navigator.mimeTypes["application/x-shockwave-flash"]) ?
navigator.mimeTypes["application/x-shockwave-flash"].enabledPlugin : 0;
if ( plugin ) {
    plugin = parseInt(plugin.description.substring(plugin.description.indexOf(".")-1)) >= 3;
}
else if (navigator.userAgent && navigator.userAgent.indexOf("MSIE")>=0 &&
navigator.userAgent.indexOf("Windows")>=0) {
    document.write('<SCRIPT LANGUAGE=VBScript> \n');
    document.write('on error resume next \n');
    document.write('plugin = (
IsObject(CreateObject("ShockwaveFlash.ShockwaveFlash.4")))\n');
    document.write('</SCRIPT> \n');
}
if ( plugin ) {
    document.write('<OBJECT classid="clsid:D27CDB6E-AE6D-11cf-96B8-444553540000">');
    document.write('
codebase="http://download.macromedia.com/pub/shockwave/cabs/flash/swflash.cab#version=4,0,0,0" ');
    document.write(' ID=flash5clickTAG WIDTH='+width+' HEIGHT='+height+'>');
    document.write(' <PARAM NAME=movie VALUE="'+ flashfile +' "><param name=wmode
value=opaque><PARAM NAME=loop VALUE=true><PARAM NAME=quality VALUE=high> ');
    document.write(' <EMBED src="'+ flashfile +' " loop=true wmode=opaque quality=high ');
    document.write(' swLiveConnect=FALSE WIDTH='+width+' HEIGHT='+height+'");
    document.write(' TYPE="application/x-shockwave-flash"
PLUGINS PAGE="http://www.macromedia.com/shockwave/download/index.cgi?P1_Prod_Version=Sh
ockwaveFlash">');
    document.write(' </EMBED>');
    document.write(' </OBJECT>');
} else if (!(navigator.appName && navigator.appName.indexOf("Netscape")>=0 &&
navigator.appVersion.indexOf("2.")>=0)){
    document.write('<A HREF="'+ altURL +' " target="'+target+' "><IMG SRC="'+ altimg +' "
WIDTH='+width+' HEIGHT='+height+' BORDER=0></A>');
}

```

FIG. 5







Frames | Frame Labels | Actionscripts

Type	Location	Frame No	Instance of
Frame action	Timeline	1	
Frame action	Timeline	4	
Frame action	Timeline	5	
Frame action	Timeline	6	
Frame action	Timeline	7	
Frame action	Timeline	9	
Frame action	Timeline	10	
Frame action	Timeline	11	
Frame action	Timeline	12	
Frame action	Timeline	13	
Frame action	Timeline	14	
Frame action	Timeline	15	
Frame action	Timeline	16	
Frame action	Timeline	17	
Frame action	Timeline	18	
Frame action	Timeline	19	
Frame action	Timeline	20	
Frame action	Timeline	21	
Frame action	Timeline	22	
Frame action	Timeline	23	
Frame action	Timeline	24	
Frame action	Timeline	25	
Frame action	Timeline	26	
Frame action	Timeline	27	

```
trackingCode = _level0/:adID;
targetUrl = _level0/:targID;
redirectURL = (trackingCode add "Unique Identifier") add _level0/:exit1;
if (targetUrl == "_top") {
    wind = "";
} else {
    wind = "\", \"_blank\"";
}
status = redirectURL add wind;
getURL (redirectURL, wind);
```

FIG. 7

D:\Conduit\ad_done.swf

Timeline | Frames | Library | Instance names | Frame Labels | Actionscripts

Type	Location	Frame No	Instance of
Frame action	Timeline	1	
Frame action	Symbol 15999 Mov...	1	
Frame action	Symbol 15999 Mov...	4	
Frame action	Symbol 15999 Mov...	5	
Frame action	Symbol 15999 Mov...	6	
Frame action	Symbol 15999 Mov...	7	
Frame action	Symbol 15999 Mov...	9	
Frame action	Symbol 15999 Mov...	10	
Frame action	Symbol 15999 Mov...	11	
Frame action	Symbol 15999 Mov...	12	
Frame action	Symbol 15999 Mov...	13	
Frame action	Symbol 15999 Mov...	14	
Frame action	Symbol 15999 Mov...	15	
Frame action	Symbol 15999 Mov...	16	
Frame action	Symbol 15999 Mov...	17	
Frame action	Symbol 15999 Mov...	18	
Frame action	Symbol 15999 Mov...	19	
Frame action	Symbol 15999 Mov...	20	
Frame action	Symbol 15999 Mov...	21	
Frame action	Symbol 15999 Mov...	22	
Frame action	Symbol 15999 Mov...	23	
Frame action	Symbol 15999 Mov...	24	

```

movie1 = "load1.swf";
movie2 = "load2.swf";
exit1 = htmlurl1;
exit2 = htmlurl2;
event1desc = "Users mouse enters the ad";
event2desc = "Rollover on the button called event2";
event3desc = "User interacts with the ad for 10 sec";

```

FIG 8



Timeline | Frames | Library | Instance names | Frame Labels | Actionscripts

Type	Location	Frame No	Instance of
Frame action	Timeline	1	
Frame action	Symbol 15999 Mov...	1	
Frame action	Symbol 15999 Mov...	4	
Frame action	Symbol 15999 Mov...	5	
Frame action	Symbol 15999 Mov...	6	
Frame action	Symbol 15999 Mov...	7	
Frame action	Symbol 15999 Mov...	9	
Frame action	Symbol 15999 Mov...	10	
Frame action	Symbol 15999 Mov...	11	
Frame action	Symbol 15999 Mov...	12	
Frame action	Symbol 15999 Mov...	13	
Frame action	Symbol 15999 Mov...	14	
Frame action	Symbol 15999 Mov...	15	
Frame action	Symbol 15999 Mov...	16	
Frame action	Symbol 15999 Mov...	17	
Frame action	Symbol 15999 Mov...	18	
Frame action	Symbol 15999 Mov...	19	
Frame action	Symbol 15999 Mov...	20	
Frame action	Symbol 15999 Mov...	21	
Frame action	Symbol 15999 Mov...	22	
Frame action	Symbol 15999 Mov...	23	
Frame action	Symbol 15999 Mov...	24	

```

trackingCode = _level0/:adID;
targetUrl = _level0/:targetID;
redirectURL = (trackingCode add "Unique Identifier"):add _level0/:exit1;
if (targetUrl == "_top") {
    wind = "";
} else {
    wind = "\", \"_blank\"";
}
status = redirectURL add wind;
getURL (redirectURL, wind);

```

FIG. 9